



ICEERS
Strategic Plan 2017 | 2019





Vision

We envision a future where psychedelic plant practices are a valued and integrated part of society.

Mission

ICEERS is dedicated to transforming society's relationship with psychedelic plants. We do so by engaging with some of the fundamental issues resulting from the globalization of ayahuasca, iboga, and other ethnobotanicals.

Our values

- | Environmental sustainability
- | Honoring cultural diversity
- | Respect for indigenous and spiritual traditions
- | Human rights approach
- | Transparency and integrity
- | Evidence-based decision making
- | Reducing risks and harms, and maximizing benefits
- | Respectful, engaged, and collaborative relationships

A Message from the Executive Director



We are at a critical point in the transformation of society's relationship with psychedelic plants and cannabis.

Traditional psychedelic plants, such as ayahuasca, iboga, San Pedro, peyote and fungi have played a central role in traditional cultures around the world, where they

are celebrated as sacred tools for healing, community health and spirituality. The pace at which these traditional practices are globalizing is accelerating and with this comes both opportunities and challenges. On the one hand, more people than ever are aware of and benefitting from the potential of these ancient practices as tools for healing, cultivating awareness, and understanding our place in the world as human beings.

On the other hand, the consequences of commodification are becoming apparent and putting pressure on traditional communities, and the number of legal incidents is increasing, as are the number of adverse events due to a lack of information

and support. We are witnessing a critical moment that will determine the future of these plant practices, one that could take the same wrong turn as we saw happen when psychedelics were criminalized and research was halted in the 1960s.

With regards to cannabis, the history of medical cannabis use can be traced back thousands of years. However, the criminalization of cannabis that began in the 20th century tarnished the reputation of another plant that has served humankind for millennia. Recently, due to the efforts of scientists and activists, the future of cannabis as a medicine is bright. Yet, its classification in the UN conventions as one of 3 plants that are scheduled as narcotics means that there is more work to do.

ICEERS is dedicated to turning these challenges into opportunities. Our vision is that of a future where these practices are integrated and valued parts of society -where every individual and each community is granted the right to pursue healing and self-empowerment, where indigenous cultures are respected, and where bridges are built between traditional knowledge and science.

Together we are strong. Join us on the journey.

Benjamin De Loenen

Founder and Executive Director ICEERS

Strategic Considerations

Our work is located within greater historical, social and political contexts and considers trends and opportunities for advancing our mission and achieving greater impact.

Legal Context

Traditional psychedelic plants and their preparations are not considered illegal by the United Nations and they are not specifically scheduled in many countries. At ICEERS, we believe this represents an opportunity to achieve legal status for them at global and national levels.

Cultural Origins

These plants have a much longer, culturally-rich history than the contemporary drug control system, which represents a compelling context for their use, and for the refutation of their criminalization.

Therapeutic Uses

Traditional psychedelic plants are used in integrated, ritualistic settings, and in some cases, have been adapted for therapeutic applications. Traditional psychedelic plants are typically not used as "recreational drugs" and therefore not plagued by the same stigma as other substances.

Evolving Drug Policy Context

Recent advances in cannabis regulations in several parts of the world and growing recognition for the traditional and cultural uses of psychedelic plants shows promise for their future within international and domestic drug policy. In Spain, the Cannabis Association model is innovative, community-centered, and offers an alternative approach for the regulation of both cannabis and traditional psychedelic plants.

Our Place in the Global Picture

ICEERS works collaboratively at the international level towards building a world where psychedelic plant practices are a valued and integrated part of society.



What we do



What We Do

ICEERS works to transform society's relationship with psychedelic plants and cannabis by engaging in four types of activities.

SERVING THE COMMUNITY

We support and inform psychedelic plant communities and individuals based on legal, scientific and clinical expertise

RESEARCHING & INNOVATING

We work to improve best-practices regarding psychedelic plant and cannabis use through research and innovative program development

CONVENING

We host forums for stakeholders to share, learn together and collaborate

ADVOCATING

We work in partnership to promote public policies based on evidence and human rights

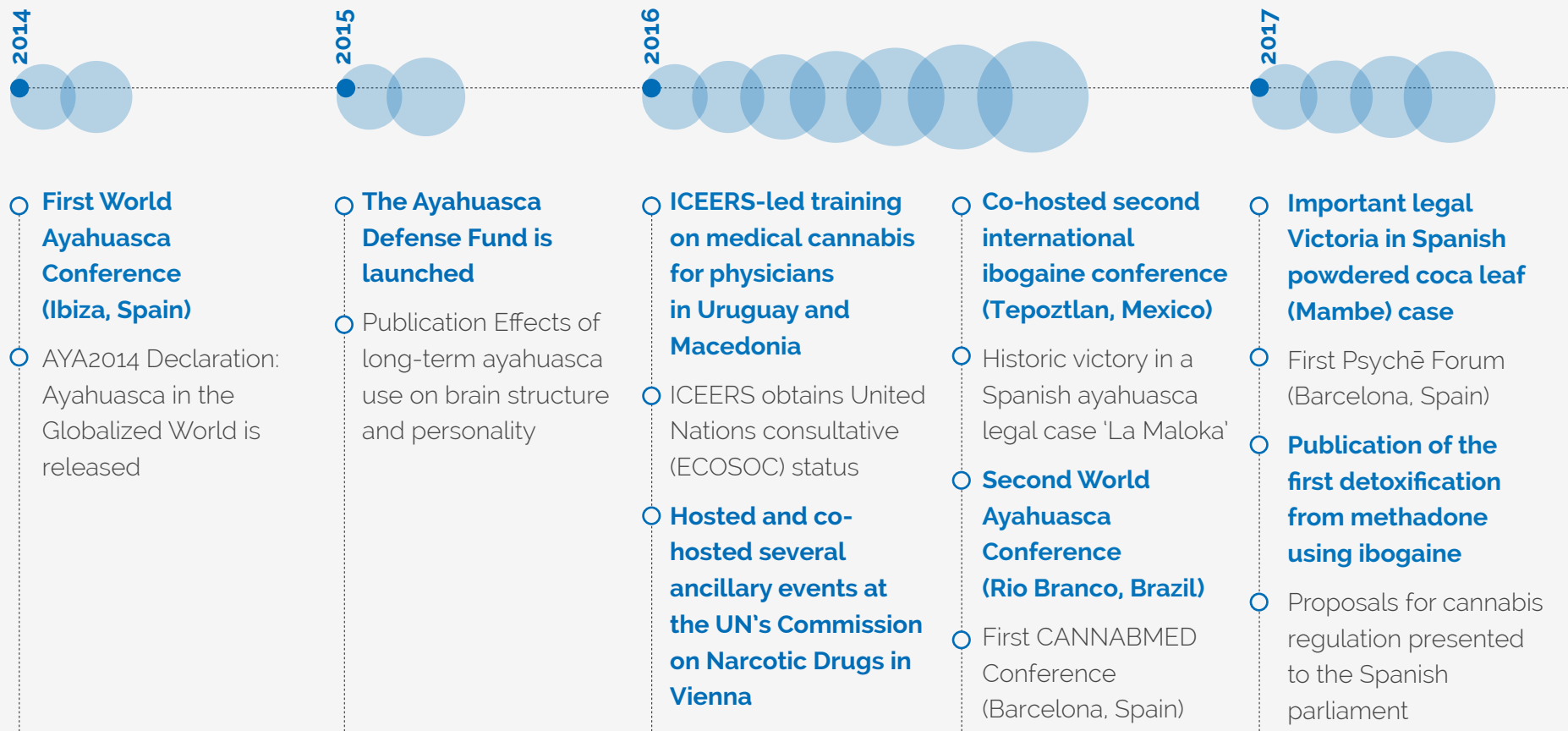
Key Milestones

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Our Strategic Directions

2017-2019

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ICEERS has identified five priority areas in which to focus our planned efforts over the next three years.

CREATE

Create and steward opportunities for transforming society's relationship with psychedelic plants

BUILD

Build on the success of the Ayahuasca Defense Fund

EVOLVE

Evolve the ICEERS education, support, and integration program

DEVELOP

Develop innovative models by bridging traditional knowledge with science and supporting cross-fertilization between sectors

STRENGTHEN

Strengthen ICEERS' organizational capacity to ensure our effectiveness

1

Create and steward opportunities for transforming society's relationship with psychedelic plants

Since 2009, ICEERS has contributed to developing a holistic vision for the future of psychedelic plant practices in a globalized context.

We will continue to play a convening and movement-building role internationally, engaging in activities that support this vision.

- ▶ **Organize and host the 3rd World Ayahuasca Conference** in 2019 in Barcelona, Spain.
- ▶ **Engage in research and policy advocacy on key issues** related to the challenges and opportunities presented by the globalization of psychedelic plant practices.
- ▶ **Develop an organizational strategy specific to ibogaine** to provide focus to ICEERS's activities in this area, particularly with regards to being responsive to the opioid epidemic and issues of sustainability.
- ▶ **Use strategic communications** to shift perceptions and to promote the integration and valuing of psychedelic plant practices in society.

2

Build on the success of the Ayahuasca Defense Fund

Through the ADF, we have offered support to over 50 legal cases globally involving ayahuasca, San Pedro, peyote, iboga, and coca leaf powder. We will expand on our efforts to shape a world in which these plants can be used legally and safely.

▶ **Expand the reach of the ADF** by creating new educational and support resources for ayahuasca cases, such as webinars, a legal world map and guidelines, and increasing capacity to provide support around other plants practices where criminalization is a concern.

▶ **Increase focus on legal harm reduction and prevention** by sharing knowledge, engaging in educational activities, and through community dialogue.

▶ **Engage resources to bring the ADF to the next level**, to be able to strategically grant funds for specific cases and community legal efforts that move the needle towards decriminalization and legal acceptance of ayahuasca as a legitimate spiritual and therapeutic tool.

3

Evolve the ICEERS education, support, and integration program

Offering quality, evidence-based educational information and psychosocial support services has been one of the pillars of our contribution to the global community, and over the next three years we will take these services to the next level.

- ▶ **Build the PSYCHE Forum** – a virtual and real-time gathering place for plant medicine practitioners and integration professionals to connect, and share knowledge and promote best practices.
- ▶ **Contribute to the development of the psychedelic integration field** drawing on our previous leadership and experience in this area.
- ▶ **Expand ICEERS’s online information resources and technical reports** to include other ethnobotanicals and to more effectively disseminate risk-reduction information and protocols.

4

Develop innovative models by bridging traditional knowledge with science and supporting cross-fertilization between sectors

We are committed to developing and advancing policy, research, and therapeutic practices to create enabling contexts for treating some of society's most challenging health conditions at their roots, while valuing and supporting traditional cultures and knowledges.

- ▶ **Engage with the World Health Organization's "global mental health" concept**, developing and implementing a research framework that uses it to explore the benefits of psychedelic plant practices at the community level.
- ▶ **Continue to develop the "community-based model" by assessing community need**, review of other successful models, and through authentic collaboration.
- ▶ **Engage in the scientific, legal and policy research, and community engagement** needed for the development of a legal therapeutic model based on best practices.
- ▶ **Consolidate learnings from the Spanish Cannabis Social Club model**, share lessons learned, and support the implementation of the model in other jurisdictions.
- ▶ **Collaborate with key stakeholders for the legalization of cannabis** and the development of a patient-centred medical cannabis access program in Spain.
- ▶ **Participate in key international and regional drug policy forums and educational government initiatives** to promote evidence-based practices and contribute to the development of innovative policy alternatives.

5

Strengthen ICEERS' organizational capacity to ensure our effectiveness

As our organization grows, we are committed to sustainability, good management, and fiscal responsibility. We will continue investing in building a strong organizational culture and sustaining a healthy work environment.

- ▶ **Continue efforts to grow core funding** and to diversify funding sources.
- ▶ **Complete the process to become a legal Foundation in Spain**, while maintaining Foundation status in The Netherlands.
- ▶ **Secure necessary financial management, administrative, and IT support.**
- ▶ **Develop and launch a new ICEERS.org** website in 2017.
- ▶ **Continue to develop human resources infrastructure** and to promote health, wellness, and staff retention.



Together we are strong!



ICEERS

INTERNATIONAL CENTER FOR
ETHNOBOTANICAL EDUCATION
RESEARCH & SERVICE

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